



**COLLEGE RADIO  
CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. Telephone OXFORD 7-0890

March 16th, 1954

Miss Nikki Ernstoff  
Advertising Manager, WCSR  
10½ Prospect Street  
Northampton, Massachusetts

Dear Miss Ernstoff:

In reply to your recent inquiry, we have received a letter for ESRC from the new manager of WCSR indicating that renewal of the Luckies programs for the 1954-5 year on the same terms and conditions of this year's contract will be agreeable to the station.

That letter is all we will require until just before the new programs go on the air, at which time we will send a formal contract form for your file.

Next year, as this year, WCSR will receive \$300 for the Luckies contract.

Cordially,

Robert R. Vance, Jr.  
COLLEGE RADIO CORPORATION

RV:s



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COLLEGE RADIO  
CORPORATION

14 WEST 45th STREET • NEW YORK 36, N.Y. TEL: GRAM 7-0333

March 10th, 1954

Miss NIKKI BRINCOLI  
Advertising Manager, WJBR  
14 Prospect Street  
Northampton, Massachusetts

Dear Miss Brincoli:

In reply to your recent inquiry, we have received a letter for \$250 from the new manager of WJBR indicating that renewal of the Luckies program for the 1954-55 year on the same terms and conditions of this year's contract will be agreeable to the station.

That letter is all we will require until just before the new programs go on the air, at which time we will send a formal contract form for your file.

Next year, as this year, WJBR will receive \$200 for the Luckies contract.

Cordially,

Robert E. Vance, Jr.  
COLLEGE RADIO CORPORATION

RV:s